

PATENT  
Attorney Docket No.: 20098/2-US

**Amendments to the Specification:**

Please replace the paragraph at page 5, line 20 to page 6, line 12 with the following amended paragraph:

Using data mining technology, a novel system has been developed to select which brochure version to ~~attached~~ attach to each subscriber's periodical and print information, e.g., name and address, on the brochure that personalizes the selected brochure to the subscriber. Data mining is a computer processing technique of obtaining information from one or more computer databases by identifying relationships between the data stored in these databases. For example, a relationship of magazine subscribers and credit card customers may be used to obtain a list of all subscribers (from a magazine database) who also hold credit cards from a particular card issuer (using the issuing company's database). Using this list of subscribers/cardholders, brochures targeted to existing cardholders may be included in periodicals mailed to those subscribers, where the brochures promote the use of the credit card already held by the subscriber.

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Please replace the paragraph at page 7, line 15 to page 8, line 3 with the following amended paragraph:

The present brochure(s) solves a long-felt need for a high quality, personalized magazine insert or attachment. The same high-quality photographs, graphics and text used in a magazine may also be used to create the layout of the present inventive brochures. In addition, the present brochures may include personalized information, such as the name and address of the magazine subscriber, and information related to the subscriber. It is believed that magazine subscribers are more likely to read and act on a promotional or advertising brochure that have has been targeted to their specific interests (e.g., current card subscriber or credit worth, potential card applicant), than on other conventional magazine inserts.

Please replace the paragraph at page 12, lines 1-15 with the following amended paragraph:

FIGURES 3A, 3B, 3C; FIGURES 4A and 4B, and FIGURES 5A and 5B show a sequence of three brochure versions 300, 400 and 500, which all relate to an exemplary promotional campaign by a credit card issuing company to solicit subscribers of a periodical to subscribe to its credit card services or to use its credit cards, if the subscriber is already a member. Brochure version 300 is targeted to subscribers of the periodical who do not hold a credit card from the credit card company, and whose credit history has not been previously evaluated to determine whether the customer is creditworthy. Brochure version 400 is targeted to subscribers of the periodical who do not hold credit cards from the issuing credit card company, and whose credit has already been determined to be good such that they have been pre-approved to receive a credit card, if they so desire. Brochure 500 is targeted to magazine subscribers who already hold a credit card from the credit card sponsoring company.

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Please replace the paragraph at page 21, line 17 to page 22, line 8 with the following amended paragraph:

Once the lists of magazine subscribers to receive the various brochures 300, 400, 500 are compiled and stored, step 614, the process of printing and assembling the brochure is begun-in-step. Brochure templates are created in step 616. A different brochure template corresponds to each version of the brochure 300, 400, 500. A template has the fixed text, graphics and images of each brochure version. Each template may include the layout parameters of the brochure, such as page size; number of pages; fixed text, photographs and graphics, and blocked-out areas for variable text, photographs and graphics. A separate template may be used for each web substrate used to manufacture the brochure. Fixed text, photographs and graphics are those that are printed on every brochure and do not vary during a print run. Once the template for each brochure version has been created, the templates are electronically stored in memory 720 of the printer computer.

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Please replace the paragraph at page 22, line 9 to page 23, line 11 with the following amended paragraph:

To begin the printing operation, a print computer 724 controls the printer 726 that prints the cover pages and interior pages of each brochure. Printer 726 may also include or be coupled to a document assembly system to collate the pages of the brochures and to attach the brochure to a periodical. In step 618, the computer selects a brochure template corresponding to the brochure version 300, 400 or 500, to be used for a particular subscriber. For example, the printer computer may generate brochures for an entire sub-list of subscribers, such as for the subscribers who do not hold credit cards and who have been pre-approved for a credit card. Once the brochures for the sub-list have been printed, the print computer 724 may then print brochures for another sub-list of subscribers. Alternatively, the print computer may sort the subscribers by address location, e.g., zip code, so that the brochures may be attached to periodicals in an order which facilitates mailing. Moreover, the print computer may sort the subscribers in any manner which is best suited to the printing operation and/or mailing operation. If the print computers computer sorts the subscribers in a manner other than based on the type of brochure version, then the print computer will be instructing the printer 726 to print brochures, where each successive brochure may be a different version brochure than the previously-printed brochure version. Because the brochure versions are stored in computer memory as "templates", the print computer may easily switch between printing one brochure version to another by simply calling up from memory the appropriate brochure version corresponding to the subscriber whose subscriber information is to be printed onto the next-printed brochure.